



Utilizing a Fractional Sales Leader to Build Processes, Mentor the Team, and Drive Growth: Manufacturing Case Study

The Big Win

Grew 6.2% YOY (year-over-year).

"We engaged Sales Xceleration's consulting services at the end of 2019. At the beginning of 2020, we had to put our projects on pause due to the COVID-19 pandemic. They were easy to work with and very flexible. The consultant was professional and always delivered commitments on time. They helped us to structure our sales team, create a sales process from scratch, develop and implement a CRM system, introduce a performance-based compensation plan for our sales force, and conducted sales training for our field sales representatives and regional sales managers. In addition, they provided valuable mentoring to me as I transitioned into my new role with the company as VP of Sales. Sales Xceleration has been an incredible resource for our organization, my team, and myself. I greatly enjoyed working with them and would seek their services again in the future if needed."

Executive Summary

A manufacturing company selling products into convenience stores and large chains, for 68 years with 20 staff members, wanted to grow market share in a competitive environment. The organization was hit hard during the COVID pandemic, but wisely took advantage of the time to regroup and bring in new management. The goal after hiring new sales leadership was to create and implement new sales processes and procedures to capture market share, create accountability, and increase opportunities and close rate.

Challenges

- Sales force had no accountability
- No Customer Relationship Management (CRM) system
- Compensation plans not incentivizing desired behaviors
- Lacking sales plans
- No structured sales meetings and 1:1s taking place
- New sales leadership in place
- Misaligned sales team
- No sales training occurring

Solutions

- Conducted weekly sales meetings
- Created structure for 1:1s
- Developed individual business plans
- Restructured compensation plans
- Implemented a CRM and Sales Process
- Established pipeline tracking
- Mentored the new sales leader
- Scheduled Quarterly Business Reviews (QBRs)
- Realignment of the sales force based on skillset
- Redefined job roles
- Conducted sales training
- Rewrote job descriptions to reflect changes

Results

- Grew revenue 6.2% YOY in a mature category
- Increased in new account opportunities
- Target markets attained
- Sales team achieved goal and added over 40K new units in the market
- Improved the close rate



To Learn More about how an Outsourced VP of Sales can help you grow your business contact us:



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